

Home Furnishings Calendar 1949

JANUARY

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HOME FURNISHINGS CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. HOME FURNISHINGS CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday March 31 9:30 A.M. Breakfast	HOME PLANNING MOTION PICTURE A screening of "The Story of a House", the home planning motion picture developed by Valentino Sarra in conjunction with the editors of "Better Homes and Gardens" will be given for department store representatives, home furnishings merchandising heads and other executives in the field. The picture shows how a home is planned, built, equipped and furnished, and how the department store fits into the scheme, with emphasis on interior decorating and color planning. The film is available to department stores all over the country on a loan basis. Publicity: Jack Henderson, Sarra, Inc., 200 East 56th St., MU. 8-0085.	VALENTINO SARRA 200 EAST 60TH ST.	122 EAST 42ND ST. AUD. - 50TH FLOOR
Thursday March 31- April 15	PUBLIC SHOWING: PRIZE WINNING DESIGNS The first public showing of the winning home furnishings and film interior designs from the A. I. D.'s 1948 competition is now open. Publicity: Mrs. M. M. Girard, PL. 8-1642.	AMERICAN INST. OF DEC. 41 EAST 57TH STREET	ARCHITECTURAL LEAGUE 115 EAST 40TH STREET
March 31	ANNUAL REFRIGERATION SHOW, HOTEL DUPONT, WILMINGTON, DEL., TO APRIL 2.		
Thursday March 31 9:30 A.M.- 9:00 P.M. Going on	NEW ROOM INTERIORS New room interiors on the theme, "America designs Modern for a new American taste" which feature the work of about a dozen young American home-furnishings designers, will be open to the public on this date and thereafter from 9 A.M. to 6 P.M. daily. Included are Martin Feinman's Multiplex with a new platina finish and Paul McCobb's new Directional Modern upholstered pieces. This occasion also marks the formal opening of the new 33rd Street building. Publicity: Virginia Burdick, Burdick Public Relations, PL. 8-1725.	MODERNAGE FURNITURE	16 EAST 34TH STREET
Thursday March 31 Just out	HANDBOOK FOR THE TRADE A new informative technical handbook "The Sunvent Book of Venetian Blinds" is now ready for distribution to the trade after two years' preparation. It deals with all phases from production to consumer care of blinds. All technical material is clearly explained through the use of detailed illustrations and photographs. It will be distributed free of charge to dealers, store merchandise managers, buyers and sales personnel handling Sunvent Blinds as well as to decorating schools, colleges, universities, etc., dealing in home furnishings. Publicity: Hilda Kassell, PL. 9-2917.	MODERN VENETIAN BLINDS	261 FIFTH AVENUE
Thursday March 31- June 2 8:00 P.M.- 9:00 P.M.	TEN WEEK COURSE IN SPEECH TECHNIQUE A ten week's course, to be given on consecutive Thursday evenings, will be conducted by Rita Otway, authority on public speaking. Miss Otway has played leading roles on the London and New York stages and is equally well-known for her work as a Public Utilities representative, speaking before clubwomen and various other consumer groups. Classes consist of ten students. Fee is \$15 for the course. Contact: Rita Otway, MU. 7-6865.	RITA OTWAY 545 FIFTH AVENUE	STUDIO 6A 200 WEST 57TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday April 1 Going On	MAGAZINE TO RESUME Interior Design, which suspended publication in 1942 when its editor and publisher joined the armed forces, will resume publication with the April issue, out on this date. Cecile Hayward, formerly of House & Garden and more recently of Home Furnishings Merchandising, has been named executive editor; Horace Kelland is managing editor. Harry V. Anderson, Editor and Publisher. Contact: Cecile Hayward, PL. 9-1600.	INTERIOR DESIGN	40 EAST 49TH STREET
Friday April 1	NEW 46-PROOF IMPORTED LIQUEURS AVAILABLE M.A.B. liqueurs, now available in 46-proof form and costing about half as much as the same liqueurs of higher proof, are being introduced throughout the country. Publ.: Harry Chapperon, Storm & Klein, Inc., MU.6-2820.	PARK & TILFORD IMPORT CORP.	485 FIFTH AVENUE NEW YORK, N. Y.
April 1	FM ASS'N, TIME SALES CLINIC, HOTEL COMMODORE, NEW YORK CITY.		
April 2-3	EASTERN CONFERENCE WOMEN'S ADVERTISING CLUBS, HOTEL WARWICK, PHILA., PA.		
April 3- April 7	PITTSBURGH GIFT SHOW, WILLIAM PENN HOTEL, PITTSBURGH, PENNSYLVANIA CONTACT: JOHN HAMMER, KNOX, PENNSYLVANIA.		
April 3- April 7	SPRING GIFT SHOW, RADISSON HOTEL, MINNEAPOLIS, MINNESOTA CONTACT: HELEN BRETT, DIRECTOR, 1228 MERCHANDISE MART, CHICAGO 54, ILL.		
April 3-9	SPRING MARKET WEEK, KANSAS CITY MERCHANDISE MART, KANSAS CITY, MISSOURI.		
April 3-9	NATIONAL PEANUT WEEK.		

WEEK BEGINNING MONDAY, APRIL 4, 1949

Monday April 4- April 18 6:30 P.M.- 7:30 P.M.	LECTURE SERIES Employees and students in the home furnishings industries may attend these lectures. April 4, "Your Museum - Springboard for Home Fashions" by Lili Blumenau, Keeper of Textiles, Cooper Union Museum, and Michele Murphy, Curator of Industrial Arts, Brooklyn Museum. (Film to be shown.) April 11, "The American Home: "On the Antique and Modern Firing Line" by T. H. Robsjohn-Gibbings, designer and author. April 18 "The Consumer's Problem is Your Problem" by Edith Evans, Mademoiselle's Living, John Gerald, design and merchandise consultant, and Mary Roche, New York Times. Individual lecture fee, \$1.50 each. Reservations must be made in advance. Check or money order made payable to the Home Fashions League should be sent to Josephine Brush, sec'y, Home Fashions League, 155 East 96th Street, New York 28, N.Y. specifying lectures desired.	HOME FASHIONS LEAGUE	AUD., CENTRAL COMM. H.S., 214 E. 42 ST.
Monday April 4 6:00 P.M.- 9:00 P.M.	CLINIC SUPPER SESSION: JOBS AND MANAGEMENT "The Jobholder Looks at His Management" is the subject to be discussed by Everett R. Smith, Director of Research, Macfadden Publications, Inc. and M. David Keefe, President, United Financial Employees Union, with Merrick Jackson, vice-president, Hill and Knowlton, Inc. as moderator. The Clinic starts at 7 P.M. Members who cannot attend the supper are urged to be present for the Clinic. Guests are welcome. Reservations will be accepted to noon on April 1. Contact: Ralph S. Clark, Ethyl Corp., MU. 4-4400.	PUBLIC RELATIONS SOCIETY OF AMERICA, INC.	ADVERTISING CLUB 23 PARK AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday April 4 7:30 P.M.	SURVEY OF ADVERTISING COURSE	ADVERTISING WOMEN OF NEW YORK, INC.	HOTEL ASTOR
	Dorothy Dignam, acc't. exec., N. W. Ayer & Co., will speak on "Jobs From A to Z For Women in Advertising" and Grace Eden, former director of the Powers' Home Course will discuss: "Proper Grooming For a Career". Members of Advertising Women of N.Y. will be admitted free and the admission for each guest is \$1.00 per person. Contact: Margaret Stark, LU. 2-2880.		
Monday April 4- April 5	BOARD OF DIRECTORS' MEETING	PUBLIC RELATIONS SOCIETY 525 LEXINGTON AVENUE	EDGEWATER PARK MISSISSIPPI
	These two days will be devoted, half to meetings and half to relaxation. All members of P.R.S. of America are welcome to come and it is suggested that anyone interested in attending make reservations at the Edgewater Gulf Hotel, where meeting will be held, and also communicate with the Society's New York Office. Contact: J. Handly Wright, Public Relations Society of America, 525 Lexington Avenue, New York 17, N.Y., PL. 9-8087.		
Monday April 4- April 7	SALES CONFERENCE AND HOME SERVICE MEETING	EDISON ELECTRIC INST. 420 LEXINGTON AVENUE	EDGEWATER BEACH HOTEL, CHICAGO, ILL.
	A four-day sales conference opening with a home service meeting on Monday, April 4, will be held in Chicago. The meeting will open at 9:30 A.M. and adjourn at 12 for lunch, reopening at 2 P.M. and lasting until 4:10 P.M. Miss Lucille Johnson of the Public Service Co. of Oklahoma, Tulsa, Okla., is Chairman of the Home Service Committee. Publicity: John Romaine, Edison Electric Institute, 420 Lexington Ave., New York 17, LE. 2-3300.		
April 4- April 9	NEW YORK ANTIQUES FAIR, 71ST REGIMENT ARMORY, NEW YORK, N. Y. CONTACT: C. J. NUTTALL, 660 MADISON AVENUE, NEW YORK 21, N.Y., TE.8-6830.		
Monday April 4 Just out	BOOK FOR HOMEOWNERS	GARDEN CITY PUB. CO.	14 WEST 49TH STREET
	"Painting and Paper Hanging for the Home Owner" by Charles B. Moore, is an authoritative book on the subject discussing nearly every type of finish for every type of surface. Mr. Moore explains how paints, enamels, varnishes, shellacs, stains and waxes differ and how and where to use them. Publicity: Janet Glennon, CI. 6-1700.		
April 5	MEETING UPHOLSTERED FURN. MFRS. ASS'N., HOTEL McALPIN, NEW YORK		
Wednesday April 6 12:15 P.M.	MONTHLY LUNCHEON	HOME FASHIONS LEAGUE	HOTEL ROOSEVELT
	Mary Roche, Home Editor of the New York Times will present an analysis, "What <u>Is</u> Modern, Anyway?", through questions to Harold Schwartz, noted designer, at the monthly luncheon in the Hendrik Hudson Room. Guests are welcome. Publicity: Josephine Brush, TR. 6-1822.		
Wednesday April 6 11:00 A.M.- 3:30 P.M.	FIRST ORGANIZATION MEETING	HOME FURNISHINGS INDUSTRY COMMITTEE	SHOREHAM HOTEL WASHINGTON, D. C.
	This new committee, made up of the National Retail Furniture Assn., the National Assn. of Furniture Mfrs. and the Southern Furniture Mfrs. Assn., will be addressed by W. E. S. Griswold, Jr. of W. & J. Sloane and John F. Dempsey, pub. rel. dir., NRFA. Subjects under discussion will be the 1949 industry public relations program and plans for "Home Fashion Time" which is set for September 28 through October 2 this year. Contact: W. E. S. Griswold, PL. 5-5600.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 6- April 9	TULSA OKLAHOMA HOME SHOW The first Home Show to be held in Tulsa since 1942 will be staged by two Tulsa consumer daily newspapers, the World and Tribune, in cooperation with the Tulsa Home Builders Assoc. Exhibits will include appliances, interior furnishings and building products. The executive committee includes Vernon L. Mudd, pres., and Carl P. Flynn, managing dir. of the show.	TULSA HOME BUILDERS ASSOC.	ARENA BUILDING 11TH & NORFOLK, TULSA
Thursday April 7 Just out	BOOK ON OLD GLASS "The ABC'S of Old Glass" by Carl W. Drepperd, author of "The Primer of American Antiques" deals with blown, pressed, cut, Bohemian and many other kinds of old glass and has more than 700 illustrations. Mr. Drepperd is an authority on the subject. Publicity: Louise Thomas, CI. 6-1700.	DOUBLEDAY & CO., INC.	14 WEST 49TH STREET
Thursday April 7 Just out	HOUSEHOLD BOOK Home maintenance and repair are fully discussed in this illustrated, 889-page book - "Woman's Home Companion Household Book," edited by Henry Humphrey. In addition, the book devotes many chapters to sound decorating advice: room arrangement, color schemes, painting, wallpapering, upholstery and so on. Publicity: Louise Thomas, CI. 6-1700.	DOUBLEDAY & CO., INC.	14 WEST 49TH STREET
Friday April 8 7:00 P.M.	ANNUAL DINNER AND DANCE "Through the Looking Glass", the annual spring dinner and dance given by the Advertising Women of N.Y., will take place on this date. Johnny of the Philip Morris Co. will be master of ceremonies and gifts and door prizes will be a main attraction. The event is formal and open to the public at \$12.50 per person. Contact: Mary Heeren, PL. 7-4800.	ADVERTISING WOMEN OF NEW YORK, INC.	HOTEL ASTOR GRAND BALLROOM
Saturday April 9- April 24 10:00 A.M.- 10:00 P.M.	OPENING OF GERMAN INDUSTRY SHOW A show featuring such things as cutlery, kitchen utensils, ceramics, table china, textiles for upholstery and drapery and furniture will be open to the trade from 10 A.M. to 1 P.M. daily and to the public from 1 P.M. to 10 P.M. Contact: G.A. Gauerke, U.S.-German Chamber of Comm., WH. 3-7175.	JOINT EXPORT-IMPORT AGENCY	NEW YORK MUSEUM OF SCIENCE & INDUSTRY
Sunday April 10- April 14	WESTERN HOUSEWARES SHOW Manufacturers of housewares will have their first western roundup of merchandise, for mass marketing purposes, at Los Angeles. More than 100 manufacturers are participating to date and several floors of the Alexandria Hotel will be used for the purpose. Contact: Worth Larkin or Dick Bean, Los Angeles Trade Fair, Inc., 1151 Broadway, Los Angeles.	LOS ANGELES TRADE FAIR, INC.	ALEXANDRIA HOTEL LOS ANGELES, CALIF.
April 10- April 14	SOUTHWEST HOME FURNISHINGS MARKET, STATE FAIR GROUNDS, DALLAS, TEXAS CONTACT: H. E. DILL, 402 LACY BUILDING, DALLAS, TEXAS.		

WEEK BEGINNING MONDAY, APRIL 11, 1949

April 11- April 12	ONTARIO ASSOCIATION OF RADIO AND APPLIANCE DEALERS CONVENTION ROYAL YORK HOTEL, TORONTO, CANADA.
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday	BRAND NAMES DAY	BRAND NAMES FOUNDATION	WALDORF-ASTORIA
April 12	LUNCHEON AND CLINICS	119 WEST 57TH STREET	BALLROOM, GALLERIES
10:00 A.M.-	Following a 10 A.M. Business Meeting for members only and an 11:30 A.M.		
4:15 P.M.	Directors Meeting for directors only, there will be a luncheon at 12:30 P.M. in the Grand Ballroom to be addressed by John Foster Dulles at which the "National Brand Names Quiz" and other features will also be held. At 2:30 P.M. five clinics will be held simultaneously: Sales Mgrs. in Astor Gallery; Retail in Jade Room; Brand Attitude Research in Basildon Room; Employee Brand Education in Perroquet Suite and Community Brand Education in West Foyer. Contact: Mr. Ivor Kenway, Brand Names Foundation, Inc., 119 West 57th Street, New York, N. Y., CI. 5-8118.		
April 12-	CONFERENCE OF PRODUCTION EXECUTIVES, WALDORF-ASTORIA, NEW YORK, N. Y.		
April 13	PUBLICITY: EDWARD K. MOSS, AMERICAN MANAGEMENT ASSN., BR. 9-6055.		
April 13-15	16TH ANNUAL CONFERENCE, SOUTHEASTERN ELECTRIC EXCHANGE, BOCA RATON, FLA.		
April 14	FIRST DAY OF PASSOVER		
April 15	GOOD FRIDAY		
Friday	NEW TOWELS	WELLINGTON SEARS CO.	65 WORTH STREET
April 15	A new line of Martex "Complexion" towels, in solid colors correlated with Martex bath towels, hand towels and face cloths will be available on this date at B. Altman, Fertig and Lord & Taylor. These new towels, measuring 9½" x 16" are ideal for guest use. They come in a range of thirteen colors. Publicity: Roland H. Brownlee, Alfred Auerbach Associates, CO. 5-7805.		
Going on			
April 17	EASTER SUNDAY		
April 17-	HONEY FOR BREAKFAST WEEK		
April 23	CONTACT: AMERICAN HONEY INSTITUTE, COMMERCIAL BANK BLDG., MADISON 3, WIS.		

ADVANCE DATES AND NOTICES

Monday	FOURTH ANNUAL	HOME BLDRS. ASS'N.	MECHANICS BUILDING
April 18-	HOME BEAUTIFUL SHOW	ELECTRIC INSTITUTE	BOSTON, MASS.
April 24	Featuring not only the materials needed for building but also the appliances and furnishings needed to complete the modern home, this show combines in one complete presentation all the features previously included in the All-Electric and Modern Homes Show which were produced on separate dates. Contact: Campbell-Fairbanks Expositions, Inc., Park Square Bldg., Boston, Mass., HA. 6-8996 or in New York, PL. 3-3773.		
April 18-	NATIONAL SLEEP SHOW: RETAIL PROMOTIONS THROUGHOUT THE COUNTRY.		
April 30	CONTACT: NATL. ASSN. OF BEDDING MFRS., 200 W. 24TH ST., NYC., WA. 4-5356.		
Tuesday	NAT'L. DISTRIBUTION OF	PROCTOR & GAMBLE	HOTEL PLAZA
April 19	"TIDE" TO BE CELEBRATED		WHITE & GOLD SUITE
4:30 P.M.-	The national distribution of Proctor & Gamble's washing product, "Tide", will be celebrated on this date. A representative of Proctor & Gamble will be the speaker. By invitation only to household editors.		
6:00 P.M.	Publicity: Nellie Mae Leonard, Verne Burnett Associates, MU. 7-9030.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 20 11:00 A.M. and 8:00 P.M.	LECTURE SERIES The last in the series of lectures on interior decoration, sponsored by the Cleveland Museum of Art in cooperation with the Fashion Group of Cleveland, will be given on the following date: April 20 - T.H. Robsjohn-Gibbings, decorator and designer, "Contemporary Furnishings". The lecture will be given in the morning and repeated in the evening. Open to the public free of charge. Publicity: Mrs. Arlene S. Nichols, 1743 Lakefront Ave., E. Cleveland 12, Ohio.	CLEVELAND MUSEUM OF ART & FASHION GROUP	CLEVELAND MUSEUM CLEVELAND 6, OHIO
Thursday April 21 6:30 P.M. Cocktails and Dinner	FOURTH ANNUAL HOME SAFETY AWARD Press and radio representatives and a few others by special arrangement are invited to a cocktail party and dinner. Awards will be made to those manufacturers who have produced home devices making the greatest contribution to safety during the past year. By invitation only. Open also at a cover charge to anyone in the trade who is interested. Cocktails at 6:30 P.M.; dinner at 7:30 P.M. Contact: Herbert Askwith, VA. 6-2200.	LEWIS & CONGER 45TH ST. & 6TH AVE.	WALDORF-ASTORIA STARLIGHT ROOF
April 22	DOWNTOWN SPRING HOME FASHIONS FESTIVAL, LOS ANGELES, CAL. TO MAY 1.		
Monday April 25- April 28	28TH ANNUAL CONFERENCE OF TRAFFIC GROUP The conference will feature discussions on how to save transportation costs; best methods of increasing production; marking economies; short cuts to speed goods to selling departments. Many manufacturers will exhibit products. There will be visits to Boston stores. Registration fees, \$14 per individual for members; \$24 per individual for non-members. Contact: Leonard Mongeon, Manager, Traffic Group, N.R.D.G.A. 100 West 31st Street, New York 1, N. Y., CH. 4-8780.	N. R. D. G. A. 100 WEST 31ST ST.	COPLEY PLAZA HOTEL BOSTON, MASS.
April 25- April 28	TORONTO GIFT SHOW, KING EDWARD HOTEL, TORONTO, CANADA CONTACT: SHOW MERCHANDISING LTD., TORONTO, CANADA		
Monday April 25 Just out	NEEDLEWORK BOOK A new book "The Needlecraft Library" by Elizabeth L. Mathieson, is really eight books in one. Eight categories of needlework included are: embroidery, quilts, knitting, crochet, tatting, rugs, afghans and pineapples, with concise and graphic instructions. The book is profusely illustrated with photographs and diagrams. \$2.95. Publ.: William Targ, LU. 2-0180.	WORLD PUBLISHING CO.	107 WEST 43RD ST.
Tuesday April 26- April 29	HOME FURNISHINGS FASHIONS A showing of 50 easel arrangements in the auditorium plus six additional displays in the main area will feature carpets, drapery materials, upholstery fabrics, wallpapers, paints and furniture. Contact: Mrs. Kay Bollam, director of Oregonian Hostess House and Grace Holm, home decoration editor, Oregonian Hostess House, S.W. Bway & Columbia, Portland, Ore.	OREGONIAN HOSTESS HOUSE	S.W. BWAY & COLUMBIA PORTLAND 1, OREGON
Thursday April 28- May 7	PHILADELPHIA HOME SHOW Sponsored by the Home Builders Assn. of Philadelphia and Suburbs, the Home Show will feature more than 500 displays of major appliances, kitchen equipment, plumbing and heating units and building materials. Contact: Carl Metz, Home Builders Assn., Philadelphia, Penna.	HOME BUILDERS ASSN. OF PHILADELPHIA	COMMERCIAL MUSEUM PHILADELPHIA, PA.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday April 29 2:30 P.M.- 5:30 P.M. Cocktails	SHOWING FOR DECORATORS: VENETIAN GLASS LAMPS Venetian glass lamps, styled by Agnes Morgen, will be shown to decorators at this time. These one-of-a-kind lamps combine the charm of the old world with much of the mood of soft modern decoration. The lamps will be sold through decorators only. Contact: Agnes Morgen, IL. 9-3543.	AGNES MORGEN'S STUDIO	6350 WETHEROLE ST. RIGO PARK, N. Y.
April 30	NATIONAL BABY WEEK TO MAY 7.		
May 2- May 8	JAMESTOWN SPRING FURNITURE MARKET, JAMESTOWN, NEW YORK. CONTACT: PAUL E. DENNY, PRESIDENT JAMESTOWN FURNITURE MARKET, JAMESTOWN, NEW YORK.		
May 2- May 9	NATIONAL CUTLERY DISPLAY WEEK, STORES THROUGHOUT THE COUNTRY PUBLICITY: BETTY TIMKEN, MARION ALLEN, 521 5TH AVE., N.Y.C., MU. 2-2363.		
Monday May 2 Just out	NEW GLASSWARE Libbey Glass is introducing its new "Corsage" hostess pattern, their first new glassware shape since the war, to be released through stores all over the country on this date. Designed by Freda Diamond, the new pattern tapers gracefully from the rim to the heavy base, is classic in appearance and blends with traditional or modern settings. Four matching sizes are available and special decorative gift-type packages have been prepared for store promotions. Publicity: Ardelle Coleman, Steve Hannagan Assoc. 247 Park Avenue, PL. 5-2900.	LIBBEY GLASS CO.	NATIONAL STORES
May 9- May 13	NATIONAL PACKAGING WEEK, MUNICIPAL AUDITORIUM, ATLANTIC CITY, NEW JERSEY PUBLICITY: EDWARD K. MOSS, AMERICAN MANAGEMENT ASSOCIATION, BR. 9-6055.		
Monday May 9- May 14	NATIONAL COTTON WEEK Sponsored by the Cotton-Textile Institute and National Cotton Council, Annual National Cotton Week is being held for the nineteenth year. Retail stores will feature it throughout the country and many southern cities will hold cotton carnivals. Contact: Cotton-Textile Inst., WA. 5-4004.	COTTON-TEXTILE INST.	COUNTRYWIDE
May 14- May 20	NEW YORK STATIONERY SHOW, HOTEL NEW YORKER, NEW YORK, N. Y. CONTACT: GEORGE F. LITTLE MANAGEMENT, 220 5TH AVE., N.Y.C., MU. 9-7147.		

MUSEUM, GALLERY AND GARDEN NEWS

Thursday March 31- May 7	TENTH ANNUAL EXHIBIT Open to all artists working in the medium, this is the largest exhibit ever to be held by the Society. Serigraphs shown range from \$4 to \$35 Hours: 10 A.M. to 6 P.M. daily except Sunday. Contact: Doris Meltzer, CI. 5-8936.	SERIGRAPH GALLERIES	38 WEST 57TH STREET
Friday April 1- April 30	TEXTILES USED IN HISTORIC RESTORATIONS An exhibition of curtains and upholstery fabrics constructed from European originals dating from the late 16th to the early 19th century, for use in various historic shrines such as Colonial Williamsburg, Kenmore, Monticello and others will be on display. These textiles were lent by The Scalumandre Museum of Textiles of New York. Hours: 9 A.M. to 5 P.M., weekdays; 12 to 5 P.M. Sundays; Free on Wednesdays, Saturdays, Sundays and holidays; admission on other days, 30¢ including tax. Publicity: Peter Pollack, The Art Institute of Chicago, Chicago 3, Illinois.	ART INSTITUTE OF CHICAGO	AGNES ALLERTON WING CHICAGO 3, ILLINOIS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday April 1-	ANNUAL EXHIBITION	NATIONAL ARTS CLUB	15 GRAMERCY PARK
April 15	A special feature of the annual exhibition will be a display of Chinese Ceramics from the collection of Warren E. Cox of New York. Publicity: Phyllis Blundell, PL. 9-2212 or MU. 8-1919.		
April 3-24	THE MODERN HOUSE COMES ALIVE, 1948-49, TAFT MUSEUM, CINCINNATI, OHIO.		
April 5	FORSYTHIA DAY, BROOKLYN BOTANICAL GARDENS, 1000 WASHINGTON AVE., BKLYN.		
Tuesday April 5	PRESS SHOWING: THEATRE DESIGN	MUSEUM OF MODERN ART	11 W. 53RD ST., N.W. GALLERY, GROUND FL.
2:00 P.M.- 5:00 P.M.	The original model and renderings by Frank Lloyd Wright of a legitimate theatre, to be known as the New Theatre, will be shown to the press on this date. Designed for Paton Price, this theatre will be started during the summer. It is to be of lightweight simple metal frame construction with a revolving-type stage and automatic devices for ease in production. The theatre will be built in Hartford, Conn., at a projected cost of about \$200,000. Open to the public from April 6 to 17. Hours: 12 to 7 P.M. weekdays; 1 to 7 P.M. Sundays. Publ.: Betty Chamberlain, CI. 5-8900.		
Friday April 8	EXHIBIT: LATIN AMERICAN DECORATIVE ARTS	THE BROOKLYN MUSEUM	EASTERN PARKWAY BROOKLYN 17, N. Y.
3:30 P.M.- 6:00 P.M.	A reception for members only will be held on this date. The occasion is the showing of the recently acquired Braden Collection of Latin American decorative arts. The guest of honor will be Mrs. William A. Braden, mother of the Honorable Spruille Braden, former United States Ambassador to Argentina. Mrs. Braden assembled this brilliant collection. It will be open to the public on Saturday, April 9. Hours: 10 A.M. to 5 P.M. weekdays; 1 to 5 P.M. Sundays. Publicity: John Gordon, NE. 8-5000.		
Tuesday April 12	OPENING OF EXPANDABLE HOUSE	THE MUSEUM OF MODERN ART	11 WEST 53RD STREET THE GARDEN
2:00 P.M.	The expandable house, designed by Marcel Breuer, the well-known American architect, for which ground was broken in January, will be shown to the press on this date and to the public on April 14. A separate entrance for visitors to the house will be maintained at 4 West 54th Street; admission 35¢. The interior furnishings, assembled by New Design, Inc. of New York, will include Breuer-designed tables molded entirely of a single piece of plywood, soon to be available in this country; also a new line of chairs designed by Breuer. Other well-known furniture designers whose work will be represented are Charles Eames, Eero Saarinen and Alvar Aalto. Furniture and furnishings will be in keeping throughout with the needs and income of the average suburban family likely to build such a house. The house can be built in its first phase for about \$20,000 and in its later phase for \$25,000. It will be on exhibition for six months. Hours: 12 to 7 P.M. weekdays; 1 to 7 P.M. Sundays. Publicity: Betty Chamberlain, CI. 5-8900.		
April 15	13TH CERAMIC NATIONAL EXHIBITION, CINCINNATI ART MUSEUM, TO MAY 8.		
Sunday April 17- May 8	EXHIBIT	WORCESTER ART MUSEUM	WORCESTER, MASS.
	An exhibition of designs for modern buildings for schools and colleges will open on this date. Contact: Worcester Art Museum, Worcester, Mass.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>MUSEUM, GALLERY AND GARDEN NEWS (Continued)</u>			
Tuesday April 26- June 26	PRESS PREVIEW A press preview of Czechoslovakian glass of modern design created by Lobmeyr especially for this exhibit. A majority of the designs to be on view have not been previously exhibited elsewhere. <u>Open to members of the press only.</u> The public will be admitted from April 27 to June 26. Hours: 12 to 7 P.M. weekdays; 1 to 7 P.M. Sundays. Publicity: Betty Chamberlain, CI. 5-8900.	LOBMEYR GLASS	MUSEUM OF MODERN ART
Tuesday May 17- October 1	AMERICAN TEXTILES OF THE 18TH & 19TH CENTURIES A group of American textiles of the 18th and early 19th centuries from the Institute collection will be shown in connection with the current exhibition, "From Colony to Nation." Hours: 9 A.M. to 5 P.M. weekdays; 1 to 5 P.M. Sundays. Free on Wednesdays, Saturdays, Sundays and holidays; admission on other days, 30¢ including tax. Publicity: Peter Pollack, The Art Institute of Chicago, Chicago 3, Illinois.	ART INSTITUTE OF CHICAGO	AGNES ALLERTON WING CHICAGO 3, ILLINOIS

RADIO AND TELEVISION NEWS

Thursday March 31- 8:00 P.M.- 8:30 P.M.	FINE COOKING ON TELEVISION Dione Lucas will demonstrate the making of braised beef, a favorite meat and vegetable combination, and brioche. Publicity: Helen Brattrud, PL. 5-2000.	DIONE LUCAS CBS-TV	CBS-TV 15 VANDERBILT AVE.
Tuesday April 5 1:30 P.M.- 2:00 P.M.	SPRING GARDENING Mr. John Melady of Stumpp & Walter Co. will demonstrate the "How to Do's of Spring Gardening", using model displays. Where and how to plant various types of flowers and vegetables, and how to plant a continual garden will be shown. Contact: Anne Kelleher, PL. 5-2000; Publicity: Helen Brattrud, PL. 5-2000.	VANITY FAIR, CBS-TV	15 VANDERBILT AVE.
Tuesday April 5 9:45 P.M.	ADVENTURES IN BUSINESS On this date Irving J. Jacobs, assistant to the president of Modern Venetian Blinds, Inc., and James Marcus, president of Aldon Nonskid Scatter Rug Mills, will be guests of Richard Roffman, moderator and interviewer. They will describe their business and tell of the opportunities it offers. Contact: Richard Roffman, MU. 3-9093.	STATION WEVD	117 WEST 46TH ST.

EDITORIAL REQUIREMENTS

For: Cleveland Press, E. Ninth St. & Rockwell Ave., Cleveland, Ohio
Pictures and publicity of any promotions in home furnishings on any new products are welcome for use in the decorating column. As a general rule, pictures are run only when merchandise is on sale in the stores, but general information and decorating ideas are also used. Contact: Elizabeth Luft, Fashion Editor, Cleveland Press.

For the St. Anthony Messenger, 49 So. Main St., Batavia, N. Y.
This national Catholic publication is interested in obtaining photographs and/or artwork and copy concerning home furnishings, recipes, party ideas, household gadgets or anything else of interest to the homemaker. Contact: Mrs. Robert W. Cahoon, 49 So. Main St., Batavia, N.Y.

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

Emma Aubert Cole, Managing Editor

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